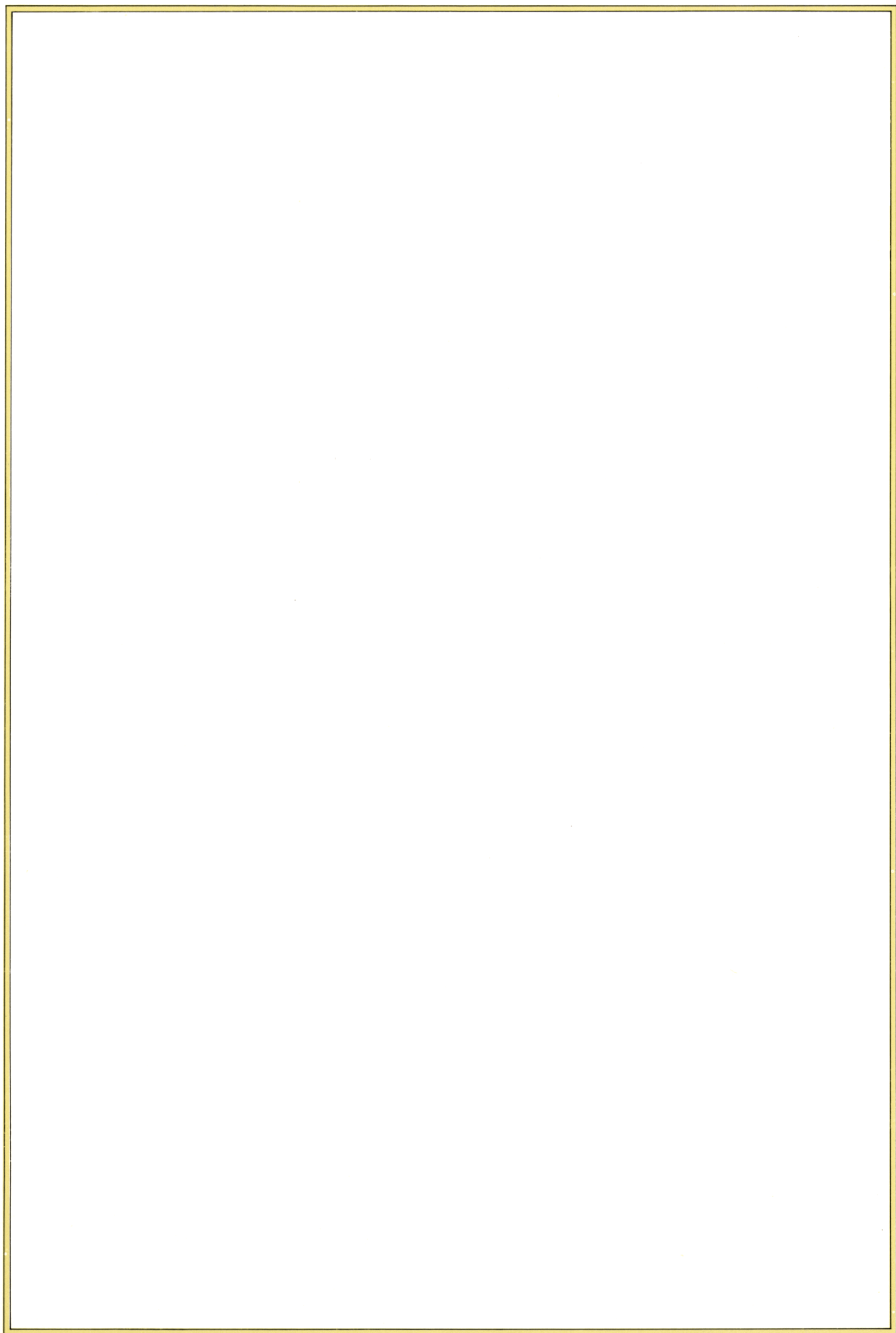


ALFASKOP

System 37

DATASAB



ALFASKOP

Theoretically, it's all quite simple. You define a field within the computer sector, a field that is particularly demanding technologically, and from the ergonomic standpoint. You then systematically study and develop this field until you are well in the lead, and capable of maintaining that lead against other, less whole-hearted efforts.

This also means having a particularly keen ear for the new demands that will be made by new decision-takers in the user organisations. So much for the theory, which is all quite simple.

In practice, it's tougher. It's a question of competence and large resources, combined with ideas and patience.

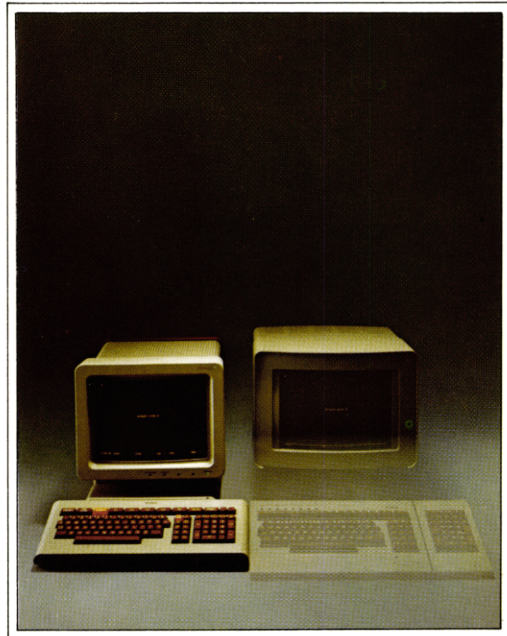
Alfaskop has been successful in the field of data display systems. Largely because we have always tried to go our own way. But also because we realise that the applications of display systems are not fixed for all time.

On the contrary, they are changing the whole time. Just now, they are dividing more and more clearly into two separate areas.

Some organisations are demanding display systems with a

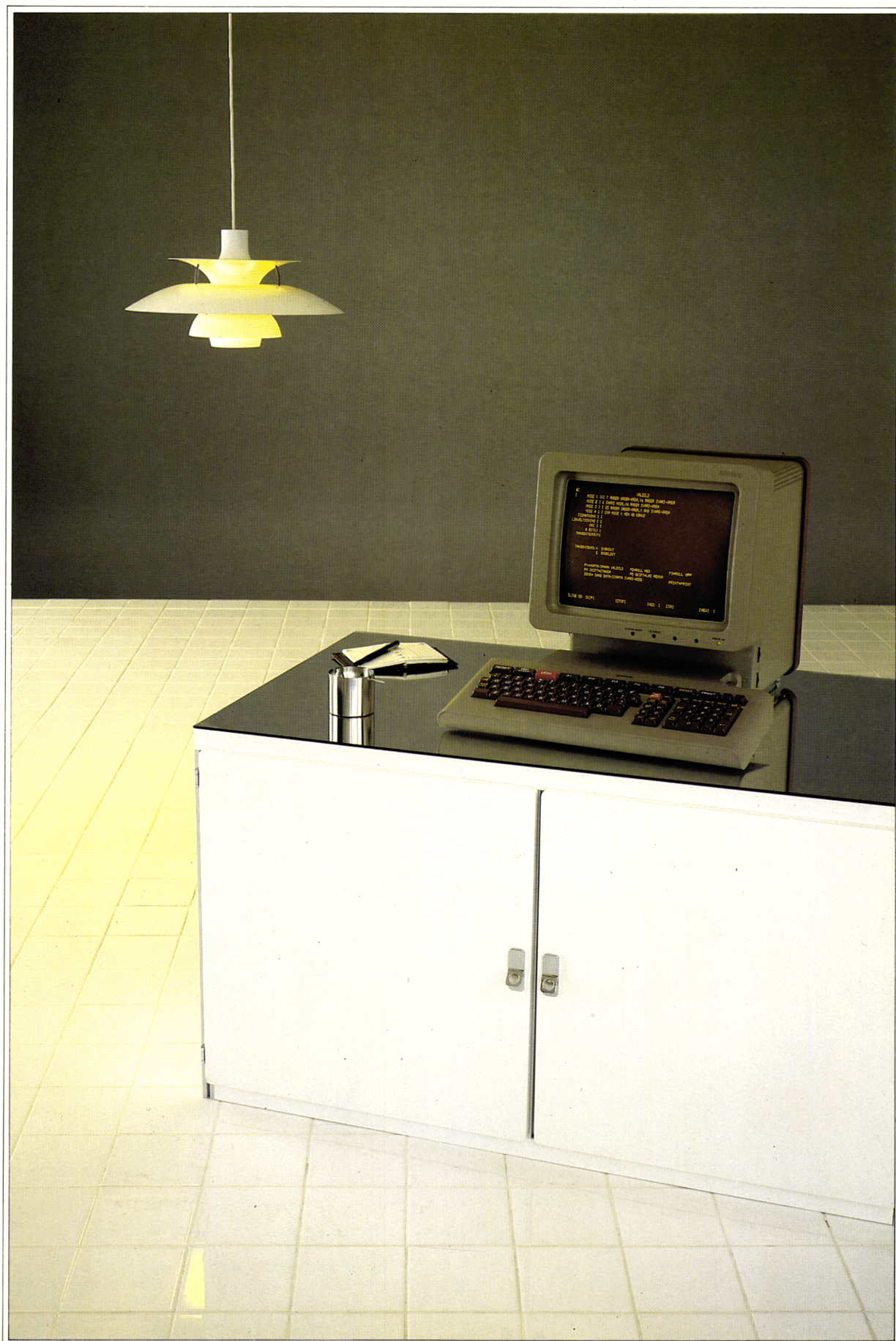
distributed computing capacity. Systems in which the operators need facilities for local storage and processing. There we have marked our position with Alfaskop System 41.

The other area is the type of



system in which all processing and storage takes place in the central computer, and only transactions and editing take place locally. There we are now marking our lead with Alfaskop System 37.

This brochure is about that system.



ALFASKOP SYSTEM 37

Change must never be an end in itself. This applies particularly to products where tried and tested function—reliability of operation—is of the utmost importance. On the other hand, you have to keep developing and improving. Adapting the product to new circumstances and technical innovations.

Alfaskop System 37 is not a new system. It is a developed version of our previous, highly successful Alfaskop 3500. The system that gave Datasaab a worldwide reputation for creative thinking in the field of display systems.

Today there are 40,000 Alfaskop systems in operation. This naturally gives us a fantastic reference material, on which we draw to the utmost to develop and further improve the product.

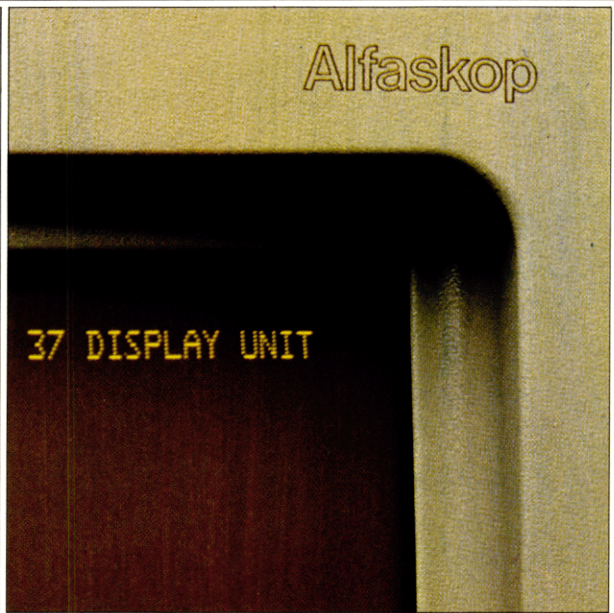
We have come so far that we can claim, with a good conscience, that it is now a rare event indeed for a terminal system to be brought to a standstill by any fault in the display units or control unit (CU).

Alfaskop System 37 has economic system modularity. Display units and other components of the system are connected to different types of CU for different applications.

This gives low-budget freedom of choice, in that you never need to acquire more equipment than you can use right from the start. Nor are your hands tied when the system needs to be expanded, or the configuration altered.

Alfaskop System 37 is a modern, highly flexible system. In addition to the display units, it incorporates a complete range of printers for different applications. Plus well-thought-out and practical accessories. Ergonomically designed down to the last detail.

It's a tried and tested product.



NOW IT'S TAKEN FOR GRANTED

It's gradually getting through to people. Ergonomics is an important factor, something that even the manufacturers of computer equipment must take into account. This has not always been the case. When we were the first, and only, manufacturer to regard display units as office equipment, not many people saw what we were getting at.

But now reality has caught up. Today it is taken for granted that a display unit must measure up to the highest ergonomic requirements.

The results of our ideas can be studied in Alfaskop System 37. The pictures speak for themselves.

The design and colour scheme of the whole system. Small and easy to place. But the actual screen surface is large. All buttons and controls easily available, but never in the way. A tested colour combination that gives the minimum contrasting effect.

Then the keyboard. Separate, of course, from the display unit. The right incline, and the layout, of course, thoroughly tested. Operating keys that make work at the display unit simpler and faster. The numerical section all in the same place. Matt keys that eliminate reflection. Accessories include a wrist support that gives maximum rest for the hand during a long operating session.

The display unit can be angled to suit the individual operator.

The characters are in complete focus and perfectly distinct over the entire screen. Even at the edges and in the corners. The characters are yellow, against a brown background. Extensive medical studies have demonstrated that this is the most restful combination of all for the eye muscles.

The brilliance is fully adjustable for different light conditions and reading distances.

The screen, of course, is non-reflecting. If there is interference from light from the sides, or above, a shade can be attached to the display unit to ensure clear character presentation. In extremely unfavourable light conditions there is a filter that can be attached in front of the screen.

The ergonomic factor is extremely important. We think we can claim that Alfaskop is the only display unit in the world in which ergonomic considerations have dictated the whole design, and not, as usual, been dealt with by subsequent modification.



THE ALFASKOP SYSTEM

Alfaskop System 37. The name means what it says. It's a complete system. With different types of unit for different types of application. Display units. Peripherals. Accessories. And above all, compatibility with IBM and Univac. It is thus possible to connect Alfaskop to these computers without any modifications whatsoever.

In practice, there are now over 25,000 Alfaskops in operation, connected to IBM computers.

These are all systems in which, after thorough examination and calculation, Alfaskop was judged better or more economic than IBM. We think this is good evidence that we have succeeded with one part of the total computer system better than IBM itself.

The central component of Alfaskop System 37 is the Control Unit. This contains a programmable microprocessor that can be complemented with various different program modules. The system incorporates standard modules for, for example, IBM 3270 BSC/SDLC/APL, Uniscope 100/200 and ISO R 1745. Various types of printer can also be connected.

The system's flexibility means that both scale and configuration can be altered quickly and simply.

The actual Alfaskop display screen has a capacity of 1,920 characters on 24 lines. Both upper- and lower-case letters can be presented. Headings and important passages in the text can be presented with greater brilliance.

In all, up to 32 display units plus a number of printers can be connected to one CU. The CU is then connected to the computer directly, or via a modem and telephone line.

Several CUs can also be linked to large information systems with thousands of display units throughout the world.

The system incorporates various types of printer, for different requirements as regards performance. All thoroughly tested and designed to meet the highest demands in respect of reliability and system modularity.

There is also an ID reader, specially designed for placing by the keyboard, plus a connection for an OCR reader.

Alfaskop System 37 is a complete system. Thought-out down to the last detail.

ALONE WE STAND

We feel a bit lonely sometimes. We're the people leading this development. The people investing in and researching ergonomics and the work environment of the terminal operator. But this has given us another strength. Size and experience. Alfaskop is now in operation in a vast range of environments.

Systems that were carefully evaluated before a decision was taken. Competition on equal terms, in which attention was paid not only to performance, but equally to price and development potential.

Alfaskop is operating in production control in major industries, in noisy, dirty environments.

Alfaskop is used as a communications unit in large, comprehensive terminal systems.

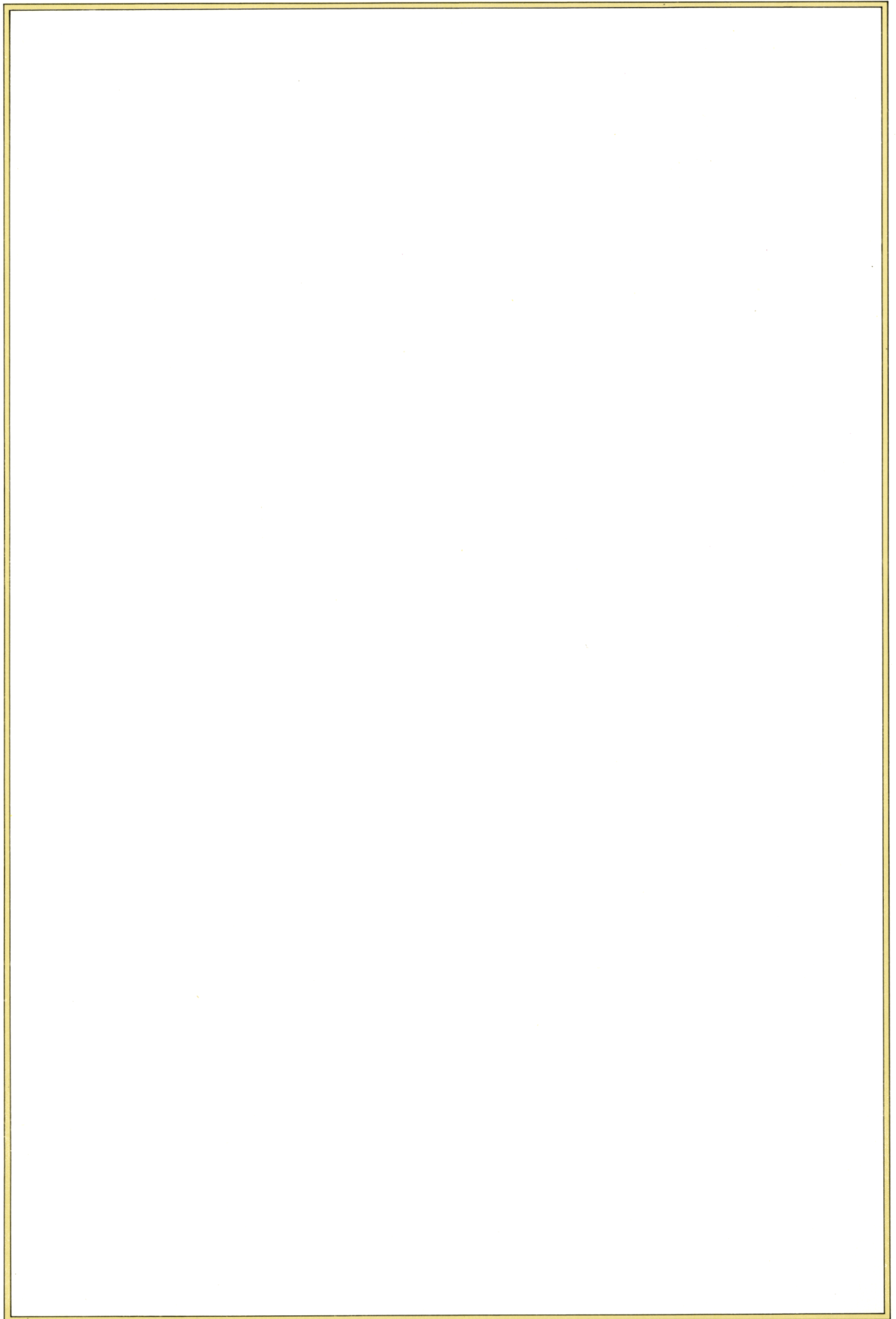
Alfaskop is to be found at insurance companies, advertising agencies, public authorities, and large order departments.

Alfaskop is everywhere, where standards are high in respect of reliability, security, ergonomics and efficiency.

Alfaskop System 37 will keep moving along these lines. It's a product with a lot the others don't have. Tried and tested function. Combined with creative thinking, and honesty. And at a fully competitive price.

Which is also a strong point.

We think it will be difficult for any company seriously planning the purchase of a data display system to ignore Alfaskop System 37.



DATASAB

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